



Public Affairs Programming
July 1, 1991
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ROUTE 1, BOX 516A, TRAFALGAR, IN 46181
TEL 317-878-5407
FAX 317-878-4458

COMMUNITY AFFAIRS PROGRAMS

This quarter WIIB aired 85 (eighty-five) different In Your Interest programs, each 4:30 (four and one-half minutes) long. These programs each aired twice a day for seven days and addressed such priority issues as: alcohol and other drug dependency treatment, educational and recreational opportunities for young people, recycling and other environmental issues, programs for the elderly, criminal justice issues, physical fitness and other health and safety issues. In Your Interest programs aired 54 (fifty four) minutes each day for a total of 27 (twenty-seven) hours each month.

In Your Interest programs addressed each issue determined through ascertainment to be priority issues for the Second Quarter, 1991.

SUMMARY

TYPE OF PROGRAMMING	PER DAY	PER MONTH
Public Service Announcements	54 minutes	27 hours
Community Affairs Programs	54 minutes	27 hours
Community Bulletin Board	12 minutes	6 hours
Public Affairs Programs		3 hours



QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by Station WIIB-TV 63, Bloomington, IN, along with the most significant programming treatment of those issues for the period April 1, 1991 to June 30, 1991. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
<u>Environment</u>					
Proposed municipal waste incinerator	The PBC Challenge	June 30	8A	1 hr	A look at the scientific data for an against disposing of PCB-contaminated materials in an incinerator fueled by municipal waste
Tree spiking in Yellowwood Forest	Yellowwood State Forest: Tree Spiking	6/9-6/15	10A & 7P	4:30	A report on tree spiking by environmental terrorists opposed to timbering in state & national forests
State environmental programs in state parks	Jim Eagleton: Brown Co. State Park Naturalist	6/2-6/8	8A & 5P	4:30	A look at environmental programs in Indiana's largest state park
In-Home Recycling	Jane St. John: In-Home Recycling	6/2-6/8 4/21-4/27	10A & 7P 8A & 4P	4:30 4:30	Monroe County's Recycling Director demonstrates basic in-home recycling
Municipal waste	Monroe Co. Solid Waste Management District	6/2-6/8	11A & 8P	4:30	A description of the Monroe Co. Solid Waste District recycling policies
Governor's environmental policies	Governor Bayh: Environmental Issues	4/28-5/4	5A & 3P	4:30	Governor Bayh discusses out-of-state trash dumping and other pending legislation
State legislative environmental issues	Sen. Vi Simpson: Environmental Activism	4/28-5/4	8A & 4P	4:30	Senator Simpson outlines Democratic Party legislative efforts to pass environmentally protective bills
Clean water	The Bloomington Water System	4/7-4/13	5A & 3P	4:30	A look at the Monroe County water system
Dangers to the Mo. Co. Water System	Bloomington Water and the Proposed Incinerator	4/7-4/13	8A & 4P	4:30	A look at the possible contamination of the Monroe Co. Water System from an incinerator disposing of PCB-contaminated material

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Enforcement priorities of the Monroe Co. Sheriff's Dept.	Monroe Co. Sheriff Bill Brown: Proactive Strategies	6/9-6/15	9A & 6P	4:30	Sheriff Bill Brown discusses the proactive strategies of his dept.
Drug & Alcohol Treatment	Bedford Midical Center's Adolescent Chemical Dependency Unite: Part 1	5/5-5/11	5A & 3P	4:30	Interviews with staff and former clients at the Adolescent Chemical Dependency Treatment Unit
	2	5/12-5/18	9A & 5P	4:30	
	Bedford Medical Center's Adult Chemical Dependency Unit	5/5-5/11	8A & 4P	4:30	Interviews with staff and former clinets of the Adult Chemical Dependency Unit
	Special Problems of Chemically Dependent Women	5/5-5/11	9A & 5P	4:30	Interviews with the director of BMC's Intensive Outpatient program and women alcoholics and addicts
	Bedford Medical Center: Chemical Dependency Unit Community and Outpatient Services	5/5-5/11	10A & 7P	4:30	Interviews with BMC's Public Relations Director, Director of Community Service and Director of Outpatient Program
	Life Skills: Part 1 and 2	4/21-4/27	9A & 5P	4:30	Interviews with staff and clients of Life Skillls, an intensive outpatient program in Bloomington.
Cardiac Rehabilitation	The Monroe Co. YMCA: Cardiac Rehabilitation	4/21-4/27	10A & 7P	4:30	
		3/31-4/6	8A & 4P	4:30	A visit to the Monroe Co. YMCA's Dept. of Cardiac Rehabilitation; Interviews with staff and clients

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<u>Education</u>					
Alternative Education	Alternative Education: The Harmony School	6/16-6/22	9A & 6P	4:30	A visit to Harmony School: interviews with staff and students
Monroe Co. Comm. School Corp. funding	Supt. Jack Bowman: MCCSC Fiscal Needs	6/2-6/8	6A & 2P	4:30	An interview with Monroe County School Superintendant Jack Bowman
Elementary Education	University Elementary School	6/2-6/8	7A & 3P	4:30	A visit with the staff and students of University Elementary School discussing educational needs
	Batchelor Middle School: Special Problems	5/26-6/1	7A & 3P	4:30	Students share their perceptions of teachers and the appropriate response to drugs in the school
Education's success' and problems	The Education Revolution Fact or Fiction: Parts 1 and 2	5/26-6/1	8A & 5P	4:30	Monroe Co. teachers and discuss their success' and failure: are schools different and how?
		5/26-6/1	9A & 6P	4:30	
Monroe Co. Schools Overview	MCCSC: Supt. Jack Bowman	5/26-6/1	10A & 7P	4:30	Supt. Jack Bowman lists his priorities for a successful school system
Students views	Students Speak Out!	5/26-6/1	11A & 8P	4:30	Bloomington elementary school students give their opinion of the school system
<u>Youth</u>					
Education and recreational opportunities	Westside Community Center: Day Camp & Splash Party	6/22-6/28	8A & 5P	4:30	A visit to the Westside Community Center and a look at their programs for at-risk young people

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<u>Youth (con't)</u>					
Recreational & education programs	Bloomington Boy's Club	6/22-6/28	10A & 7P	4:30	A visit to the Boy's Club; interviews with staff and children
	Bloomington Boy's Club: Chrestmont Satellite	6/22-6/28	11A & 8P	4:30	Chrestmont Satellite's programs for disadvantaged children
	Westside Community Center: Youth Programs	6/16-6/22	6A & 2P	4:30	A look at the various programs the Center offers during the summer
	Monroe Co. Extension Office: Youth/4-H/Home Economics Programs	5/12-5/18	10A & 7P	4:30	A survey of the various programs offered youth people
	Monroe Co YMCA: Child Care and Youth Camp	3/31-4/6	9A & 5P	4:30	Interviews with the staff and children involved in the YMCA Child Care and Youth Camp Programs
<u>The Elderly</u>					
Services for the elderly	Meals on Wheels	6/16-6/22	10A & 7P	4:30	A look at meal delivery to the elderly: interviews with dieticians & drivers
		5/5-5/11	11A & 8P	4:30	
Residential treatment for the older American	Bloomington Convalescent Center: Parts 1 & 2	4/21-4/27	11A & 8P	4:30	Interviews with staff and residents discussing programs and services
		4/21-4/27	2P & 9P	4:30	
	Hospitality House: Parts 1 & 2	4/14-4/20	11A & 8P	4:30	Interviews with staff and residents discussing programs and services
		4/14-4/20	2P & 9P	4:30	
Residential retirement communities	Meadowwood: Parts 1 & 2	4/14-4/20	9A & 5P	4:30	Interviews with staff and residents of Meadowwood, a retirement community
		4/14-4/20	10A & 6P	4:30	

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<u>Recreation</u>					
Recreational opportunities	Hilltop Garden and Nature Center	6/22-6/28	6A & 2P	4:30	A Visit to the Hilltop garden and Nature Center where Monroe Co. residents are offered gardening and nature programs
Tourism programs	Monroe Co. Tourist and Information Center	5/19-5/25	10A & 7P	4:30	An interview with the Director
Recreational opportunities	Monroe Co. Extension Office: AGriculture/ Master Gardener Programs	5/12-5/18	11A & 8P	4:30	Interviews with the Extension Office office staff discussing programs
Community opportunities	Brown Co. Earth Day Celebration	4/28-5/4	9A & 5P	4:30	A look at the Earth Day Celebration in Brown County; speeches by the Governor and other environmentally conscious politicians
Recreational Opportunities	Brown County State Park Recreation	4/7-4/13	11A & 8P	4:30	A visit to the stables, nature center and other programs offered by the State Park.
	Monroe Co. YMCA: History and Philosophy	3/31-4/6	5A & 3P	4:30	A survey of the various programs offered by the Monroe Co. YMCA:
	Monroe Co. YMCA: Family Fitness & Active Older Adults	3/31-4/6	10A & 7P	4:30	interviews with staff and clients
	Monroe Co. YMCA: Special Programs	3/31-4/6	2P & 9P	4:30	
	Monroe Co. YMCA: Fitness Programs	3/31-4/6	11A & 8P	4:30	

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<u>Special Interest</u>					
Opportunities for the handicapped	Goodwill Industries of South Central Indiana	6/16-6/22	11A & 8P	4:30	A look at the employment opportunities
		5/19-5/25	6A & 2P	4:30	The Goodwill Industries offer to the handicapped
	Goodwill Industries: Retail Stores and Recycling Program	5/18-25	8A & 5P	4:30	Goodwill Industries Retail opportunities and their recycling program
American Indian culture and issues	American Indian Movement: Bloomington Benefit	5/19-5/25	7A & 3P	4:30	Interviews with AIM leaders and a visit to the Bloomington benefit
	American Indians: Local Issues	5/19-5/25	11A & 8P	4:30	Interviews with American Indians living in south-central Indiana and a look at their culture
<u>Commerce/Business</u>					
State economic development	Indiana Tourism Div: National Promotion	5/12-5/18	5A & 3P	4:30	Interviews with the staff of the State Tourism Dept discussing economic impact of tourism.
	Indiana Dept. of Commerce: Indiana Marketing Plan	5/12-5/18	8A & 4P	4:30	Interviews with Dept. of Commerce Director and staff discussing economic development of Indiana
	Greater Bloomington Chamber of Commerce	5/12-5/18	2P & 9P	4:30	Glenda Morrison, Director, discusses C of C priorities for Bloomington

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Environmental Awareness	Business Perspectives: Dow Chemical	4/7	8:30A	30 min	Frank Popoff, Chairman of the Board of Dow Chemical, discusses the need for environmental consciousness among industry leaders
Generic Technology	Pro & CON: The Dangers of Genetic Technology	4/14	8:30A	30 min	Indiana University faculty discuss the dangers and advantages of genetic manipulation
Animal Research	Pro & Con: Animals for Human Research	4/21	8:30A	30 min	Indiana University faculty members discuss the arguments for and against using animals for human research
College Education	Pro & Con: Should Colleges Teach a Core of Knowledge?	4/28	8:30A	30 min	Indiana University faculty debate the importance of teaching cultural literacy rather than simply a body of facts
Motivation in Minorities	Business Perspectives: Toby Malichi	5/5	8:30A	30 min	Toby Malichi, President of Malichi Motivations, discusses the techniques he finds effective in motivated minority group members
Prisons	Pro & Con: Does Our Prison System Work?	5/12	8:30A	30 min	Indiana University faculty members discuss the failings of the prison system
Public Awareness	Consider This: Marta Daniels	5/19	8:30A	30 min	Marta DAniels, Director of the Options Program and IUPUI, discusses the need for helping ordinary citizens develop skills to understand and effect change in the world
Health Care	Pro & Con: How to Control Health Care Costs	5/26	8:30A	30 min	Indiana University faculty members discuss the role hospitals, physicians and insurance companies play in rising costs of health care

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Corporation takeovers	Pro & Con: Corporate Takeovers: Good or Bad?	6/9	8:30A	30 min	Indiana University faculty members discuss the problem of hostile takeovers and the increased efficiency which is sometimes the result
Middle East Affairs	Consider This: General Discussion	6/16	8:30A	30 min	Political Science faculty from Indiana University discuss the advisability of continuing to attempt direction of Middle Eastern affairs
Historical Movements	Pro & Con: Do Leaders Change History?	6/23	8:30A	30 min	Indiana University faculty members debate whether or not leaders change history or if they simply reflect developing social movements



Prepared by Barbara Kerr
October 2, 1991

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PUBLIC AFFAIRS PROGRAMMING

THIRD QUARTER, 1991

WIIB is an affiliate of the Home Shopping Network and as such broadcasts the Home Shopping Club twenty-four hours a day, seven days each week. Of this, WIIB reserves 5½ (five and one-half) minutes each hour for promotions, public service announcements, a community bulletin board and short-segment community affairs programs. WIIB also airs either a half-hour or one hour public affairs program each Sunday morning

PUBLIC SERVICE ANNOUNCEMENTS

During the Third Quarter, WIIB used 12 (twelve) 4:30 (four and one-half minutes) breaks each day to air public service announcements. Each break tape contained an average of 8 (eight) PSA's, addressing a variety of public interest issues: youth organizations and issues, the environment, education, charitable organizations, child abuse, AIDS and other health and safety issues.

Computed on a per-month basis, WIIB aired the following PSA's:

<u>ISSUE</u>	<u>TIMES AIRED</u>
Youth Organizations & Issues	300
Patriotism	270
AIDS prevention	270
Charities	270
Public Safety (assorted)	210
Religion	210
Alcoholism treatment	150
Environment	150
Americans Abroad	150
Education	120
Minorities	120





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October 2, 1991
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Seat Belts/Safe Driving	120
Recruiting Nurses	90
Radon Detection	90
Child Abuse	60
Depression	60
Military/Veterans Affairs	60

PUBLIC AFFAIRS PROGRAMS

WIIB airs a Public Affairs program each Sunday morning. During the Third Quarter we aired 11 (eleven) half-hour programs produced by local colleges and universities: Consider This, Pro & Con, IUPUI Forum or Business Perspectives. See attached Quarterly Issues/Programs List for precise program content.

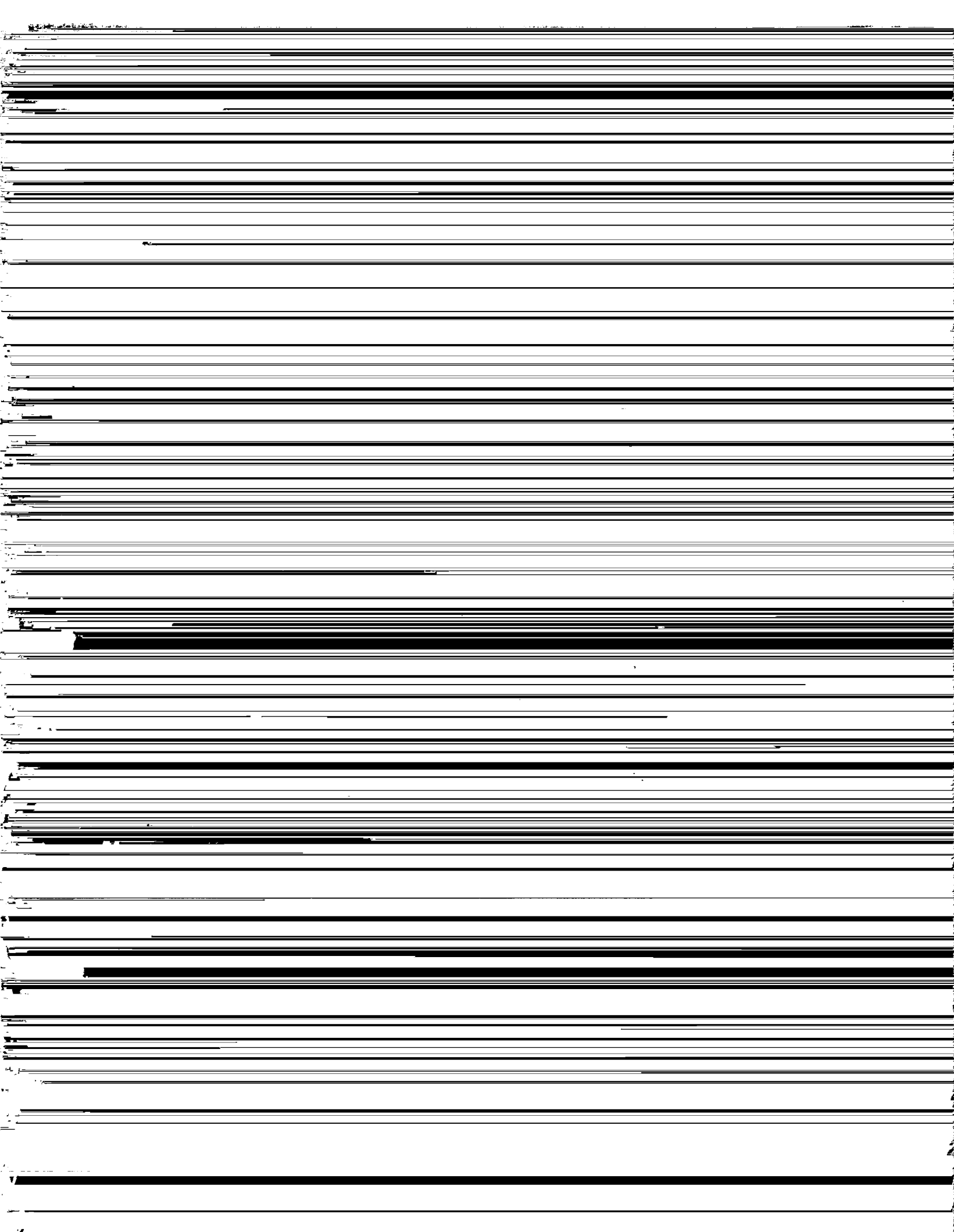
On Sunday, July 28, WIIB aired an hour-long documentary, The PCB CHallenge, focusing on the proposed incinerator scheduled for construction in our City of License, Bloomington, IN. On Sunday, September 1, WIIB also aired an hour-long documentary, Hoosier Environmental Council, outlining state legislative recycling laws. Both programs were produced by WIIB's Community Affairs Production Department.

COMMUNITY BULLETIN BOARD

63 Information Please, the WIIB community bulletin board, publicized community events, volunteer and scholarship opportunities and the services of health and social welfare agencies throughout our ADI. Each of 6 (six) different one-minute tapes aired twice a day for 7 (seven) days, for a total of 12 (twelve) minutes per day, or 6 (six) hours per month.



A SINCLAIR GROUP STATION



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<u>Environment</u>					
Proposed municipal waste incinerator	The PBC Challenge	July 28	8A	1 hr	A survey of scientific data about, and community responses to, the building an incinerator fueled by municipal waste to dispose of PCB-contaminated material
Landfills and recycling	Hoosier Environmental Council	Sept. 1	9A	1 hr	The Council chairman outlines legislation creating solid waste districts and laws regarding their planning and operation
Proposed municipal waste incinerator	Solutions That Work	Sept. 29	7:30A	30 min	A look at the economics and viability of a municipal waste incinerator built to dispose of PBC-contaminated material
Acid rain and global warming	Consider This: Environmental Concerns	Aug. 8	8:30A	30 min	IUPUI faculty discuss acid rain, global warming, the depletion of the ozone layer and other environmental problems; asking how these changes will effect the quality of life
Curbside Recycling	Curbside Recycling: #1	9/15-9/22	7A & 3P	4:30	A look at Bloomington's new curbside recycling program
	Curbside Recycling: #2	9/15-9/22	8A & 5P	4:30	
Municipal water	Bloomington's Water Treatment Expansion #1	8/25-8/31	8A & 5P	4:30	A visit to Bloomington's newest water treatment facility and interviews with municipal employees
	Bloomington's Water Treatment Expansion #2	8/25-8/31	9A & 6P	4:30	
Incineration of PCB-contaminated material	Hoosier Environmental Council: Dangers of incineration to nearby communities	7/28-8/3	6A & 2P	4:30	A discussion of incinerator residue being carried by air and water to nearby towns

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<u>Public Health & Safety - con't</u>					
Outpatient mental health counseling	Midwest Counseling Center	9/15-9/21	9A & 6P	4:30	Interviews with the staff of the Midwest Counseling Service, geared to therapy for victims of rape and sexual abuse
Hunger	Hoosier Hills Food Bank	7/7-7/13	6A & 2P	4:30	A visit to Bloomington's food bank and interviews with the staff: where does the food come from and where does it go
Hearing services	IU Hearing Center: Part 1	7/14-7/21	8A & 5P	4:30	A survey of the services offered the hearing impaired by the Indiana University Hearing Center
	IU Hearing Center: Part 2	7/14-7/21	9A & 6P	4:30	
Speech therapy services	IU Speech Dept: Part 1	7/21-7/28	9A & 6P	4:30	A visit to the IU Speech Dept and a survey of the services offered to those with speech difficulties
	IU Speech Dept: Part 2	7/21-7/28	10A & 7P	4:30	
Vision services	IU Optometry Clinic	8/11-8/17	10A & 7P	4:30	A visit to the IU Optometry Clinic where low-cost vision services are available to the needy
Vision services	IU Optometry Research & Development	8/18-8/24	9A & 6P	4:30	A look at the history of the IU Optometry Department and the research programs now being conducted
Home health care	Public Health Nursing	8/18-8/24	7A & 3P	4:30	Interviews with the directors of the Public Health Nursing service in Bloomington, providing in-home nursing care
foster care	Villages of Bloomington:1	9/8-9/14	8A & 5P	4:30	A visit to a non-for-profit foster care facility
	Villages of Bloomington:2	9/8-9/14	9A & 6P	4:30	

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<u>Public Health & Safety - con't</u>					
Mental retardation	Options for Better Living:1	8/11-8/17	7A & 3P	4:30	Interviews with the staff and residents of a Spencer group home which teaches the mentally retarded skills necessary to live without supervision
	Options for Better Living:2	8/11-8/17	8A & 5P	4:30	
	Options for Better Living:3	8/18-8/24	6A & 2P	4:30	
<u>The Elderly</u>					
Recreation for seniors	Seniors Softball: Bloomington Parks & Recreation	8/18-8/24	11A & 8P	4:30	A program geared to provide healthy outdoor exercise for senior citizens
	Bloomington Parks & Rec: Upcoming Events at the Older American Center	7/14-7/20	6A & 2P	4:30	A survey of cultural and recreational events planned for older Americans
Senior health care	Seniority Plus: Straight Talk Series	9/1-9/7	11A & 8P	4:30	Excerpts from a Bloomington Hospital Straight Talk Lecture focused on senior

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<u>Education</u>					
Opportunities in continuing education	IUPUI Forum: Changes in Continuing Education	Aug. 11	8:30A	30 min	IUPUI faculty discuss changes in continuing education: great enrollment taking more specialized courses
Computer music composition	IUPUI Forum: Computer Music Composition	Sept. 8	7:30A	30 min	IUPUI faculty discuss computer music composition, with a performances ty the Afro-American choral ensemble and the Jazz Esemble
Alternative education opportunities	Harmony School Programs	7/7-7/13	9A & 6P	4:30	Interviews with faculty and parents of children attending Harmony School
Daycare	Joy Junction: Life Church Daycare: Part 1	7/7-7/13	10A 7 7P	4:30	Interviews with the staff of Joy Junction daycare facility, emphasis on religious education along with Beta teaching system
	Joy Junction: Life Church Daycare: Part 2	7/7-7/13	11A & 8P	4:30	
<u>Religion</u>					
The Life Church	The Life Church: Mid-America Rejuvenation 1991	8/25-8/31	11A & 8P	4:30	An interview with Pastor Timothy Dyson outlining the activites of the Life Church's Mid-America Rejuvenation weekend revival

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<u>Youth</u>					
Summer activities	Bryan Park Pool	7/14-7/20	6A & 2P	4:30	A visit to Bryan Park Pool and a review of summer activities planned for children
Art activities	Ballinger Art Camp	7/14-7/20	7A & 3P	4:30	A visit to the Ballinger Art Camp which provides artistic activities for kids
Treatment of drug dependency	Bedford Medical Center's Adolescent Chemical Dependency Unit	7/1-7/6	6A & 2P	4:30	Interviews with staff and former patients of a drug dependency treatment facility
<u>Veterans & the Military</u>	Welcome Home Troops: VFW Post 1987	9/22-9/28	7A & 3P	4:30	The VFW Post in Columbus hosts a celebration for troops returning from the Gulf
Military training	Boss's Day at Camp Atter-	8/14-8/20	10A & 7P	4:30	A visit to Camp Atturbury Air Force base

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Prepared by Barbara Kerr
January 6, 1992

WIIB-TV
BLOOMINGTON

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PUBLIC AFFAIRS PROGRAMMING

FOURTH QUARTER, 1991

WIIB is an affiliate of the Home Shopping Network and as such broadcasts the Home Shopping Club twenty-four hours a day, seven days a week. Of this, WIIB reserves 5½ (five and one-half) minutes each hour for promotions, public service announcements, a community bulletin board and short-segment community affairs programs. WIIB also airs a one-half hour public affairs program each Sunday morning.

PUBLIC SERVICE ANNOUNCEMENTS

During the Fourth Quarter, WIIB used 12 (twelve) 4:30 (four and one-half) minute breaks each day to air public service announcements. Each break tape contained an average of 8 (eight) PSA's which addressed a variety of public interest issues: safe driving, various public safety and health matters, charities and other health organizations, youth activities and organizations, the environment, selective service opportunities and the prevention and treatment of alcohol and other drug abuse.

Computed on a quarterly basis, WIIB aired the following PSA's:

<u>ISSUE</u>	<u>TIMES AIRED</u>
Safe Driving	840
Charities and other Health Orgs.	810
Youth Activities and Organizations	660
Public Safety	590
Environmental Affairs	570
Selective Service/Military Affairs	480
Alcohol & Drug Abuse/Prevention & Treatment	450
Patriotism	390
Religion	350
Education	300
AIDS Prevention	270
Women & Infant Health Care	180



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ROUTE 1, BOX 516A, TRAFALGAR, IN 46181
TEL 317-878-5407
FAX 317-878-4458

PUBLIC AFFAIRS PROGRAMS

WIIB aired one half-hour program each Sunday morning. During the Fourth Quarter we aired 12 (twelve) different programs produced by local colleges and universities: Consider This, Pro & Con, IUPUI Forum or Business Perspectives. (See attached Quarterly Issues/Programs List for precise program content.)

On December 25 (Christmas Day) we aired a total of 7 (seven) hours of public affairs programs, including Survey of Waste Water Treatment, The PCB Challenge, Bring Them Home America and 4 (four) Consider This programs. (See attached Quarterly Issues/Programs List for content and times.)

COMMUNITY BULLETIN BOARD

63 Information Please, the WIIB community bulletin board, publicized community events, volunteer and scholarship opportunities and the services of health and social welfare agencies throughout our ADI. Each of 6 (six) different one-minute tapes aired twice a day for 7 (seven) days, for a total of 12 (twelve) minutes per day, 6 (six) hours per month, 19½ (nineteen and one-half) hours for the Fourth Quarter.

COMMUNITY AFFAIRS PROGRAMMING

During the Fourth Quarter, WIIB aired 84 (eighty-four) In Your Interest community affairs programs. Each of these 4:30 (four and one-half) minute programs aired twice a day for seven days and



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